

WHAT IS CLAIMED IS:

1. A data transmission system in which data communications is performed between first data terminal equipment placed on a bonus awarding side, and second data terminal equipment used by a user who is entitled to receive the bonus,

5 said first data terminal equipment comprising:

 a first bonus identifier storage for storing, as an internal bonus identifier, a bonus identifier provided to uniquely identify the bonus awarded to said second data terminal equipment,

10 said second data terminal equipment comprising:

 a bonus-attached file requesting part for requesting a bonus-attached file which is for the bonus, and including a bonus identifier which uniquely identifies the bonus; and

15 a second bonus identifier storage for storing, as an external bonus identifier, the bonus identifier included in the bonus-attached file requested by said bonus-attached file requesting part, and

 said first data terminal equipment further comprising:

20 a bonus identifier requesting part for requesting, through data communications with said second data terminal equipment, the external bonus identifier stored in said second bonus identifier storage;

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a determination part for determining whether or not
25 the external bonus identifier requested by said bonus-identifier
requesting part is the same as the internal bonus identifier
stored in said first bonus identifier storage; and

a bonus awarding part for providing, when said
determination part determines that the external bonus identifier
30 as being the same as the internal bonus identifier, said second
data terminal equipment with the bonus specified by the internal
bonus identifier.

2. The data transmission system according to claim 1,
further comprising a server for performing data communications
at least with said second data terminal equipment, wherein

said server comprises:

5 a bonus-attached file storage for storing said
bonus-attached file therein; and

a bonus-attached file transmitter for reading the
bonus-attached file requested by said bonus-attached file
requesting part from said bonus-attached file storage, and
10 transmitting the file to said second data terminal equipment,
wherein

said second bonus identifier storage stores, as the
external bonus identifier, the bonus identifier included in the
bonus-attached file transmitted from said bonus-attached file
15 transmitter.

3. The data transmission system according to claim 1,
wherein

said server further comprises a form data storage for
storing form data by which an item needed for creating said
5 bonus-attached file can be inputted,

said first data terminal equipment further comprises
a form data requesting part for requesting, through data
communications with said server, the form data in said form data
storage,

10 said server further comprises a form data transmitter
for reading the form data from said form data storage responding
to a request from said form data requesting part, and transmitting
the data to said first data terminal equipment, and

said first data terminal equipment further comprises:

15 an item data creation part for creating item data
including the item inputted based on the form data transmitted
from said form data transmitter; and

an item data transmitter for transmitting the item
data created by said item data creation part to said server,

20 wherein

said server creates the bonus-attached file based on
the item data transmitted from said item data transmitter.

4. The data transmission system according to claim 3,
wherein

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said form data is previously created to allow, at least,
the bonus and the bonus identifier to be inputted on said first
5 data terminal equipment side,

said item data creation part creates the item data based
on the bonus and the bonus identifier inputted by the bonus
awarding side, and

said first bonus identifier storage stores, as the
10 internal bonus identifier, the bonus identifier inputted by said
bonus awarding side.

5. The data transmission system according to claim 1,
wherein

said first data terminal equipment stores said
bonus-attached file, and transmits the bonus-attached file
5 requested by said bonus-attached file requesting part to said
second data terminal equipment, and

said second bonus identifier storage stores, as the
external bonus identifier, the bonus identifier included in the
bonus-attached file transmitted from said bonus-attached file
10 transmitter.

6. The data transmission system according to claim 1,
further comprising a server for performing data communications
with said first and said second data terminal equipment,

said first data terminal equipment further comprises

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5 a bonus-attached file upload part for uploading, to said server,
the bonus-attached file created by said bonus awarding side,
said server comprises:

a bonus-attached file storage for storing the
bonus-attached file uploaded by said bonus-attached file upload
10 part; and

a bonus-attached file transmitter for reading the
bonus-attached file requested by said bonus-attached file
requesting part from said bonus-attached file storage, and
transmitting the file to said second data terminal equipment,
15 wherein

said second bonus identifier storage stores, as the
external bonus identifier, the bonus identifier included in the
bonus-attached file transmitted from said bonus-attached file
transmitter.

7. The data transmission system according to claim 1,
further comprising a center station for charging, through data
communications with said first data terminal equipment, said user
if he or she receives a paid service or make a purchase on the
5 bonus awarding side.

8. The data transmission system according to claim 1,
wherein

said bonus-attached file further includes a

representative position of the bonus awarding side, and

5 said second data terminal equipment further comprises:

 a route search part for searching for an optimum
route from a starting point designated by said user to said bonus
awarding side based on the representative position included in
the bonus-attached file requested by said bonus-attached file
10 requesting part; and

 a guidance part for guiding said user to said bonus
awarding side in accordance with the optimum route found by said
route search part.

9. A data transmission method in which data
communications is performed between first data terminal equipment
placed on a bonus awarding side, and second data terminal
equipment used by a user who is entitled to receive the bonus,

5 said first data terminal equipment comprising:

 a first bonus identifier storage step of storing,
as an internal bonus identifier, a bonus identifier provided to
uniquely identify the bonus awarded to said second data terminal
equipment,

10 said second data terminal equipment comprising:

 a bonus-attached file requesting step of requesting
a bonus-attached file which is for the bonus, and including a bonus
identifier which uniquely identifies the bonus; and

 a second bonus identifier storage step of storing,

15 as an external bonus identifier, the bonus identifier included
in the bonus-attached file requested in said bonus-attached file
requesting step, and

said first data terminal equipment further comprising:

20 a bonus identifier requesting step of requesting,
through data communications with said second data terminal
equipment, the external bonus identifier stored in said second
bonus identifier storage step;

25 a determination step of determining whether or not
the external bonus identifier requested in said bonus-identifier
requesting step is the same as the internal bonus identifier
stored in said first bonus identifier storage step; and

30 a bonus awarding step of providing, when said
determination step determines that the external bonus identifier
as being the same as the internal bonus identifier, said second
data terminal equipment with the bonus specified by the internal
bonus identifier.

10. A computer program for data transmission in which
data communications is performed between first data terminal
equipment placed on a bonus awarding side, and second data
terminal equipment used by a user who is entitled to receive the
5 bonus,

said computer program comprising:

a first bonus identifier storage step of storing,

by said first data terminal equipment, a bonus identifier provided to uniquely identify the bonus awarded to said second data
10 terminal equipment, as an internal bonus identifier;

a bonus-attached file requesting step of requesting, by said second data terminal equipment, a bonus-attached file which is for the bonus, and including a bonus identifier which uniquely identify the bonus;

15 a second bonus identifier storage step of storing, by said second data terminal equipment, the bonus identifier included in the bonus-attached file requested in said bonus-attached file requesting step as an external bonus identifier;

20 a bonus identifier requesting step of requesting, by said first data terminal equipment, through data communications with said second data terminal equipment, the external bonus identifier stored in said second bonus identifier storage step;

25 a determination step of determining, by said first data terminal equipment, whether or not the external bonus identifier requested in said bonus-identifier requesting step is the same as the internal bonus identifier stored in said first bonus identifier storage step; and

30 a bonus awarding step of providing, by said first data terminal equipment, when said determination step determines that the external bonus identifier as being the same as the internal bonus identifier, said second data terminal equipment

with the bonus specified by the internal bonus identifier.

11. The computer program according to claim 10, wherein said computer program is recorded on a recording medium.

12. Data terminal equipment connected with external data terminal equipment placed on a bonus awarding side for communications therewith, and used by a user who is entitled to receive the bonus, wherein

5 said external data terminal equipment stores, as an external bonus identifier, a bonus identifier provided to uniquely identify the bonus awarded to said data terminal equipment,

 said data terminal equipment comprises:

10 a bonus-attached file requesting part for requesting a bonus-attached file which is for the bonus, and including a bonus identifier which uniquely identifies the bonus; and

15 a bonus identifier storage for storing, as an internal bonus identifier, the bonus identifier included in the bonus-attached file requested by said bonus-attached file requesting part, and

 said external data terminal equipment

20 requests, through data communications with said second data terminal equipment, the internal bonus identifier

stored in said second bonus identifier storage,

determines whether or not the internal bonus identifier requested by said bonus-identifier requesting part is the same as the external bonus identifier stored in itself, and

25 provides, when the internal bonus identifier is determined as being the same as the external bonus identifier, said data terminal equipment with the bonus specified by the internal bonus identifier.

13. Data terminal equipment connected with external data terminal equipment used by a user who is entitled to receive the bonus for data communications therewith, comprising:

5 a bonus identifier storage for storing, as an internal bonus identifier, a bonus identifier provided to uniquely identify the bonus awarded to said external data terminal equipment, wherein

said external data terminal equipment

10 requests for a bonus-attached file which is for the bonus, and including a bonus identifier which uniquely identifies the bonus, and

stores, as an external bonus identifier, the bonus identifier included in the requested bonus-attached file, and

said data terminal equipment further comprises:

15 a bonus identifier requesting part for requesting the external bonus identifier stored in said external bonus

identifier storage;

a determination part for determining whether or not
the external bonus identifier requested by said bonus-identifier
requesting part is the same as the internal bonus identifier
5 stored in said first bonus identifier storage; and

a bonus awarding part for providing, when said
determination part determines that the external bonus identifier
as being the same as the internal bonus identifier, said external
data terminal equipment with the bonus specified by the internal
10 bonus identifier.